RESEARCH PROPOSAL

A Study on Prevalence of Online PR Techniques with reference to Reputation Management

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Introduction

Understanding Public Relations:

"Public relations are a strategic communication process that builds mutually beneficial relationships between organizations and their publics**."(Elliot 2012**). Public Relations in general terms mean the relationship between an organization and its publics. Now the public may include or may refer to the customers of the organization (the existing customers as well as the potential customers), the employees of the organization and the management, it may include the government, media, opinion makers or framers, investors or even the suppliers. Talking about "Organization" in PR it means a business organization or company, a government body, a body dealing with health, education or cultural activities, a corporate house and sometimes an individual holding a celebrity status or similar stature. An organization's success depends on its image or its reputation in the business world or the market. Customers, employees, investors, regulators, even the journalist all can have a very important role in influencing the reputation of the company. They all can make or break the image with their opinions.

PR is the method of positive communication between the organization/Individual and its public or media. Public Relations create a positive image of the company and create a strong bond with its audience which may reflect a beneficial increase in the business activity of the same. PR further can be elaborated and differentiated in terms of techniques used to implement it, such as:

1. Offline PR techniques and
2. Online PR techniques

These methods are used so as to build a positive reputation of the organization.

These techniques help the companies to provide the information in a formal way to its audience, information which the public is interested to know about. The information may include details about the company's upcoming agendas, their products, policies, change in management or even at times about some controversies the company/individual wants to clear about. This information is forwarded to the publics/media through various strategies which include traditional as well as modern PR methods.

Tools and Techniques of PR:

To have a better understanding and a fruitful relationship with its customers companies/individuals apply certain strategies, to achieve these planned strategic goals for the benefit of the company certain tools and techniques are used which also helps them to resolve the critical issues , restore positive image and manage crisis. Effective PR tools helps in converting casual consumers into permanent customers. PR tools give a greater control than advertising and are less expensive. Media relations, advertorials, social media, Newsletters, Brochures and Catalogues, business events, speaking engagements, sponsorships or partnerships, employee relations or community relations, these are some of the commonly used tools of PR.

Choosing a right PR tool or technique depends upon the PR goals of the company/individual, its budget and its target audience, etc. As the businesses evolve, new methods have emerged. A company/individual has to make a wise decision to choose the appropriate method of PR. As new trends are emerging, the traditional PR methods are losing their effectiveness. But some companies still find one or two traditional methods very effective.

Differentiating between Offline PR and Online PR

"Offline PR uses methods and channels such as: television, radio, conferences, events, newspapers, prints and any real-life event to engage with the community and with your consumers or possible consumers."*(**Ochis, 2017**)*

Speaking about Offline techniques or methods we refer to following media channels or strategies:

- Television
- Radio
- Magazines
- Newspapers
- Event coordination
- Trade shows
- Press release
- Reputation management, etc.

All these above mentioned techniques are very fruitful in terms of increasing brand awareness. These methods are time-consuming and require a lot of patience. The publicists are required to keep follow-ups so as to know how much their clients (Company/brand/individual) were published, which month or date? All needs to be done manually and.

The outcome of these methods of Offline PR techniques takes some time, which corresponds into a challenging time for the client. But, still Offline PR has its way in modern times as well. Some still follow the age-old tested methods so to keep the demographic reach of the audiences or the age factor, e.g. Senior Citizen who are not acquainted with the Digital PR.

Online PR is quiet similar to the Offline PR. Building a positive image of a company. In digital PR image building is done by creating an online presence, i.e. presence on the internet and managing the company's online reputation. The above mentioned goals are achieved through various online strategies. Some of them are:

- Websites
- Blogs
- SEO
- Social media handles

"Out of all these digital PR tools Search Engine Optimization (SEO) is the most effective one. Search Engine Optimization (SEO) is the results of mixture of digital technologies and public relations." **(Vitorino, 2016**) SEO helps brands to build their online image/reputation and repairing and restoring it too. Main objective of Digital PR is to create a positive communication between the organization and its public. Internet users are increasing day by day and online reviewing, analyzing a product and voicing about the product takes no time. Good or bad the comments pour in. Online PR is different from Offline PR in terms of the media channels used, which are entirely different. The messaging is also very different as in digital PR it's more of content based, more subtle and less dramatic. As the data is forwarded to influencers who have a dedicated audience or followers, and the blogger or the influencer will not prefer to part ways from his/her followers for any kind of lie. On the basis of reaching the audience digital PR has an upper hand as traditional PR approaches to few hundreds and thousands, digital PR gets connected at an electrifying speed to millions and billions of internet users creating a larger market and larger image for the company. Digital PR is more interacting, impressive and engaging.

Online Reputation Management:

The reputation of a company, Brand or a public figure is very important. Any negative news, view or review in the form of published work, blog, newspaper, articles, pictures or posts/ comments about a particular brand /company or person in the market tarnishes its image. Image building takes a lot of time to build, whereas it takes minutes to damage it. In the world governed by digital media, the news spread at a lightning speed, giving very less time to manage the brand image. Company's status can be at stake, losing its profits and the valuable customers as well.

"Reputation management is the practice of attempting to shape public perception of a person or organization by influencing information about that entity, primarily online." (**whatis.com**) Online Reputation Management (ORM) is all about restoring the image of the above said three entities i.e., company/brand /individual, not only restoring, but improving and building the good image too. The online reputation is managed by handling and managing the data of the company/brand/person available online. The negative data or information about the company is viewed in detail and rectified through ORM tools and strategies. The positive online reviews are taken in the form of feedbacks and published on the social platforms.

Every business often tries to find ways and means to stand out to consumers and to its competitions by all the right ways, hoping to become the loyal choice of their client. Every business has its own lot of unsatisfied customers and internet is the easiest place to register their views and complains. These unsatisfied customers create a lot of negative reviews. These negative opinions can immensely affect the sales and profits of any brand or company. This is why it is very important to get the online image monitored and resolve the issues immediately.

A lot of literature is available about the techniques and tools of Online Reputation Management, but very less has been mentioned about the challenges faced by the professionals of ORM while managing, handling and restoring the image of the client online. There are lots of hidden challenges in the implementation of Online Reputation Management strategies especially when it comes to cities like Jaipur (Rajasthan), where there is a weak understanding of Digital PR.

Operational Definitions

Public Relations(PR)	"**Public Relations** is a strategic communication process that builds mutually beneficial relationships between organizations and their publics." (Elliot,2012)
Publics	**"publics** are groups of individual people, and **the public** is the totality of such groupings." (Heath,2005)
Media Relations	**Media Relations** involves working with media for the purpose of informing the public of an organization's mission, policies and practices in a positive, consistent and credible manner. Typically, this means coordinating directly with the people responsible for producing the news and features in the mass media.' (Graham,2005)
Advertorials	An **advertorial** is an advertisement in the form of editorial content. The term "advertorial" is a blend of the words "advertisement" and "editorial." Merriam-Webster dates the origin of the word to 1946.
Social Media	In 2016, Merriam-Webster defined social media as "Forms of electronic communication (such as Web sites) through which people create online communities to share information, ideas, personal messages, etc."
Reputation Management	**Reputation management** refers to the influencing and controlling of an individual's or group's reputation. Originally a public relations term, the growth of the internet and social media, along with reputation management companies, have made search results a core part of an individual's or group's reputation.(Conner,2016))
Brand	A **brand** is a name, term, design, symbol, or other feature that distinguishes an organization or product from its rivals in the eyes of the customer .Brands are used in business, marketing, and advertising.(Fahy &Jobber. 2015)
Blogs	A **blog** (a truncation of the expression "**weblog**") is a discussion or informational website published on the World Wide Web consisting of discrete, often informal diary -style text entries ("posts"). Posts are typically displayed in reverse chronological order, so that the most recent post appears first, at the top of the web page. Until 2009, blogs were usually the work of a single individual[citation needed]
SEO	**Search engine optimization** (**SEO**) is the process of affecting the online visibility of a website or a web page in a web search engine's unpaid results—often referred to as "natural", "organic", or "earned" results. In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search results list, the more visitors it will receive from the search engine's users; these visitors can then be converted into customers(Cordova&Jasen,2012)

Review of Literature

Review of literature is a very important aspect of any research work. This is very useful for our coursework and research study. Literature review complies of published research work on a particular topic by other scholars and researchers. Through this we can survey various published works like articles, books, dissertations and conference proceedings or any other source e.g. internet blogs and websites. We can examine and review the work critically, analyze and synthesize the existing research on the proposed topic and continue developing further the gaps in the study or take up an absolutely new framework to be studied and researched.

Books

1. *The Wealth of Networks: How Social Production Transforms Markets And Freedom* – Yochai Benkler

Benkler (2006) describes his book in two major parts:
(A) The Network Information Economy and
(B) The Political Economy of Property and Commons.
The first part of the book is dedicated to establish a number of basic economic observations. Author states that "we are seeing the emergence of a new stage in the information economy". What author calls the Networked Information Economy. "The removal of the physical constraints on effective information production has made human creativity and the economics of information itself the core structuring facts in the new networks information economy", Benkler (2006). Due to the advent of web and internet platforms, individual participation has increased, creative people work information projects flourishing information based in the network environment. Second part of this book provides an in-depth look at how the changes in the technological, economic and social affordance of the networked information environment affect a series of core commitments of a wide range of liberal democracies. This book as a whole is dedicated to the emergence of commons-based information production and its implications for liberal democracies.

2. *Management of Public Relations* – R.K.Raj

Raj (2007) states that, Public Relations is a fast changing and developing area in communications. The traditional PR strategies need to be repositioned in the Light of new growing and reformed communication tools so that the top management can achieve their goals. New PR approach has been discussed by the author as many media channels have sprung up. Topics like Integrated PR and International communication are mentioned in detail as they are the Life line of any business house today. Feedbacks and case studies are mentioned at length to create a better understanding of PR. To proceed further into the research about ORM it is important to have a clear understanding of PR, Corporate Communications and Management. This book gives a detailed insight of all three subjects.

***3. Research Methods Tips and Techniques* – G.Vijayalakshmi and C.Sivapragasam**

Vijayalakshmi and Sivapragasam(2008) states, that the book on Research Methods is a useful handbook providing simple steps to plan and carry out research in any field. The book covers all the aspects of the methodology of research from collection of literature to how a research report should be written. The criteria for selecting, prioritizing , analyzing, stating a research problem are well explained and the procedure of framing, formulating and stating research objectives and hypotheses are highlighted. Summarizing and analyzing collected data with statistical tests and interpretation of results have been explained with practical examples.

***4. Introducing Public Relations, Theory and Practice* – Keith Butterick**

Butterick (2011) states, that reputation management is how PR should be defined, as it represents its future and has been embraced enthusiastically by many in the industry. However, there are those who would express caution believing that PR is not in a position to fulfill or meet such demands. Crisis management, according to some commentators, demonstrates the practice of PR at its best and most effective- at the centre stage of events, providing clear information and help at the most difficult times. Part one closes with a

consideration of PR and ethics which is now a vitally important part of PR practice. Some subjects are easily defined, history or mathematics for example. PR, however, appears to have several definitions and this fact is used by critics to demonstrate its fundamental weakness. However, PR is essentially a practice based subject and as its practice changes and evolves then it could be argued that its definition will also evolve.

According to research by Context Analytic (2009) PR is more important than advertising for maintaining a brand's value. Ethics in PR was rarely mentioned in early textbooks however ethical considerations and questions are now playing a growing role in PR practice reflecting the growing significance and impact that PR has. The book is divided into two parts, part one has six chapters, dealing in theory and origin of PR, Marketing, advertising, reputation management, corporate social responsibility and ethics. Part two is Public Relations in practice which deals in In-House PR, Public Relations Consultancies , strategies , research, measurement and evaluation in PR , Corporate communications and financial PR, etc.

Book is very helpful for PR understanding and clearly explains all aspects of PR, what is not included, is the detailed description of Online Reputation Management and its strategies.

5. ***Social Media and Networking: Concepts, Trends and Dimensions-*** **Prashant K. Mathur**

Mathur(2012) states that, Social Media and Networking: Concepts, Trends and Dimensions provides readers with an introductory background of social media highlighting various aspects such as social relations ,social studies, media studies , communication studies, new media and alternative media. An attempt has been made towards understanding the sociology of internet, online community and related web applications. This book also focuses on social network services with special network and social networking services with special highlight on aspects related to diagram, geo social, networking websites. It also focuses on selected social networking sites related to virtual communities with special highlights on Skype, Face book, Twitter, Orkut, LinkedIn, You Tube, Google Buzz, Yahoo! Buzz etc. The book is user friendly and also supported with bibliography along with index.

6. *Reputation Management The Key to Successful Public Relations And Corporate Communication*- John Doorley and Helio Fred Garcia

Doorley and Garcia (2015) cite personal experiences including both success and failure. Authors address Communication problems and Communication opportunities in a very elaborate manner. It is a how –to-book, based on sound academic principles. Book is divided into fourteen chapters. Each of the chapter includes some history, real-world, How- to- information and the perspective of a practitioner other than the Chapter's author. The structure of the book has 14 chapters, Chapter 1 is about *Reputation Management*, in which the authors have mentioned that the Reputation of the company or brand should be treated as an "*Asset*" rather than *"Trash*". Chapter 2 is *Ethics and Communication* which focuses on ethical practices of Communication. Chapter 3-13 are organized keeping in mind Corporate and Organizational Communication disciplines. Each of the chapter begins with a true anecdote that reflects the essence of the Chapter. Doorley and Garcia describe the ways to enhance the communication functions and its credibility. The authors have laid emphasis in calling Communications as
Communication. It is a discipline and it covers the entire spectrum. The book helps in understanding the core working of Reputation Management and is valuable in the study of proposed research.

E-Book

1. *Fundamentals of Communications, P.R. and Leadership*- Georgious P.Piperopoulas

Piperopoulas (2017) states, that our world is inundated with over- whelming amount of messages, which are visual, auditory or written. It is quite possible to use and understand these messages in a positive way in our day to day lives. The book is in digital form and is divided into three sections and 15 chapters. Objective of the e-Book is to familiarize the readers with the three fascinating areas contained in its title, i.e., communications, Public Relations and Leadership.
The first section of the book explains the history of communication and its Processes in the multitude of forums we encounter it. Communication is a

universal phenomena .The second section of the book describes history and roots of P.R., definition of P.R. and brief profiles of four pioneers in PR history. This section also discusses Publics, Public Opinions and its molders Persuasion and Propaganda, Corporate Communications with responsibilities were also discussed at length. Part three deals with Leadership, Power, and Authority. Role of women in world Leadership .The book takes a brief glimpse at understanding of Public Relations, Communication and Leadership all three serves as the foundation of the proposed study.

Ph.D. Thesis

***1. Reputation Management as Relationship Management*- Rosa De Carvelho**

Carvelho (2004) states, that corporate image is the product of the experience of a product or service and the messages sent by an organization and corporate reputation is the product of management behaviors and organization-Public relationships. Carvelho (2004) has used multiple case study methodology. The data collection involved five organizations. Carvelho (2004) aims to find out how the participants define reputation, how they manage it and what functions of the organization manages the organizations reputation. This study helped the researcher to understand the traditional roles of relationship builders and reputation managers. Understanding the importance of PR work, at strategic levels. Reputation measured by following indicators- trust in its name, reliability, environmental and social performance, bench marking, consumer satisfaction and consumer complaints, staff morale and health and safety issues.
To create a good reputation each company started by re-evaluating its corporate identity, so as to have its guiding principles aligned with the public's expectations, including symbols, communication and behavior. Throughout the process, it was important to maintain two way communications, between the management team and employees, customers, share holders and the community. However, it is very hard to please everyone, but through issue management, one can dialogue, negotiate, persuade and understand the different points of view before making a decision. This study gives the information about the traditional methods of reputation management. But, fails, to discuss the digital methods of PR.

2. Reputation Management and Social Media : How People Monitor their identity and search for others online- **Marry Madden and Aaron Smith**

Madden and Smith (2010) mentions that Reputation management has now become a defining feature of online life for many internet users, especially the young. While some internet users are careful enough to project themselves online in a way that suits specific viewers, other internet users accept an open approach to sharing information about them and do not take steps to restrict what they share. Social media sites play an important role in constructing individual's reputation online and many users are learning and refining their approach as they change privacy settings on profiles, customizing who can see certain updates and deleting unwanted information about them that appears online.

Young adults are the most active online reputation managers in several dimensions. When compared with elderly users, they more often customize what they share and whom they share. The study deals with the behavior of young adults on the Social Media, their search patterns and privacy settings to have a safer reputation on the internet. It gives elaborate idea about the young adults who more actively restrict access to the information they share, but the efficacy of these limitations is unknown. This study does not deal with Corporate Online reputation Management, hence that is the draw back as far as my research is concerned.

3. Communication in Social Media the Starbucks Experience- **Anders Secher**

Secher (2013) opines that the purpose of this case study is to examine how Starbucks' (as a company) use of communication in Social Media affect the company's brand image as perceived by its customers. Starbucks uses communication strategically in different Social Media channels in its interactions with the customers who follow the company online, and what the outcome is for both Starbucks and its customers. To do this, two sub- analyses were conducted and each had a specific purpose. The first analysis was conducted based on text extracts from three social media channels used by Starbucks which were its Face book fan page, corporate blog and Forum for idea sharing and development. The second analysis consisted of qualitative, in-depth interviews with four Starbucks customers in order to identify and

understand their opinions about the company's use of communication in Social Media and how this specific use affected their perceptions of Starbucks. After conducting the two sub- analyses in the study, the results confirmed that Starbucks' use of communication in Social Media affected the specific customers in a positive way, and that the content and writing by Starbucks was interesting, relevant and constructive to customers. The thesis is useful as a starting point for new, more thorough analyses which may help to develop and improve Starbucks and thus become beneficial to both the company and its users. The thesis also helps us to understand the Company –Customer relationship in Social Media.

4. Public Relations in the Digital World: Global Relationship Management Personal Information: Dieter Georg Adlmaier Herbst (2015)

Herbst (2015), states that the relationship between an organization and its public represents a main concern for the practice of public relations. His study deals with the question of how technologies and digital media help to contribute in a global relationship management of a company. He further states that the global relationship management of the company can be achieved through: interactivity, integration, accessibility and connectivity. According to Herbst (2015), social media has provided lot of platforms to its users where they meet, communicate, create products and even exchange their ideas. But, at the same time this also becomes a challenge for global relationship management as these platforms are worldwide. Their users and communication within these platforms is very difficult.

So, to professionally manage the organization's communication by a systematic process of analysis, planning and controlled creation. Herbst (2015), talks about connectivity, connectivity of: media convergence, devices & technologies and social networks. Apart from these there is a need to connect with the space outside the digital media. This study focuses on social media and global relationship management. It gives a wide insight of what is PR, Social Media, importance of communication in PR, the use of digital media in relationship management and problems in global relationship management. Though the study deals in global management, where as the proposal study is locally based, still this has provided a much elaborated understanding on management relations on digital media or social media.

5. ***Social Media as a Tool For Corporate Reputation Management*- Marina Kumlin**

Kumlin(2016) states that, the worldwide accessibility to the internet is the phenomena of the modern world that is reshaping the business styles. The internet created a technological revolution. As a result, it generated a new big data universe available for everyone. Listening to that data, making sense of it, and effectively acting on that information is essential power to any organization. The study finds that online reputation management techniques and methods may drive business level. Twitter used as a data source for collection of stakeholder's experience and images of the case companies. The research finds that social media has offered a host of new platforms for companies to build relationships; foster engagement and better understand their customers.
This study gives me a better understanding of social media as a tool in handling Online Reputation management. But, Kumlin (2016) has taken only Twitter as a data source, which further leaves a gap for research other social media handles as a source of Data.

Articles

1. ***Online Reputation Mechanism Roadmap for Future Research-* Chrysanthos Dellarocas and Paul Resnick**

Dellarocas and Resnick(2003) states that, the feedback mechanisms are poised to have a much wider impact on consumer behavior and public opinion formation. Their growing popularity can therefore , have potentially important repercussions for a variety of business and public policy institutions ranging from marketing and advertising to litigation and the political process. Authors also discuss the relationship between online and offline reputation. Online reputation mechanisms are increasingly aggregating opinions about offline firms and products. As more and more consumers visit online forums it is important to understand how a firms online and offline reputations interact and how they influence consumer purchase decisions.
This study encourages us to develop insights into the functioning and impact of online reputation systems, while they can still have large impact on practice.

2. ***Exploring the Role of Online Consumer Empowerment In reputation Building: Research questions and Hypothesis*****- Alfonso Siano, Agostino Vollero, Maria.J. Palazzo.**

Siano, Vollero, Palazzo(2011)mentions that the main objective of this article is to identify the relationships between the critical factors of online consumers empowerment, the social process of reputation building and e- reputation. The authors argued that empowered consumers can play the role of mediators in the reputation building when they operate with in particular "Social Webs". The first issue which needs to be of a concern is the role and importance of reputation in the online market. The second issue is that a negative reputation can be an obstacle or deterrent in building good customer relationship. The study generates certain questions and hypothesis related to the topic. It somewhat literature – based approach, so the article can constitute only as a starting point. This area is not much explored, thus needs further investigation.

3.Social Media and Online Reputation Management as Practice: First Steps Towards Social CRM**?- Thomas Stenger**

The Article presents a clear and better understanding of Online Reputation Management as practice and also about Social Media. This article covers all the issues and practices of customer participation on Social Media in ORM. Stenger (2015) describes the Challenges by organizing five main activities or mission of Online Reputation Management. The first activity is to monitor the web, this further leads to other activities like content suppression, right to reply, etc. Crisis management is one exceptional situation where as one undesired activity is claims management. According to Stenger (2015), the SM managers have to play at least five different roles, i.e. of a watchman, fire fighter, advocate, emergency doctor and after sales or customer service. The study is conducted in an exploratory method. According to this study the SM management is evolving and developing very fast. Social media platforms themselves have a changing scenario. This study is conducted from the Social Media managers' point of view. It further leaves Gaps to research more from the point of view of the internet users.

Articles Online

1. Online Reputation Management Top3 Challenges- Monica Giffhorn

Giffhorn (2011) states, that, the companies requires trained managers who can handle the company's reputation online in a strategically manner. In addition to this she also mentions three more challenges faced by the companies:
1. There is no standard for measuring Social Media or online reputation.
2. Many companies cannot decide where the responsibility of ORM should reside. 3. ORM is different to master because there are no rules in the creation of Social Media.
Giffhorn (2011) describes the whole process of online reputation management as a high school cafeteria .She mentions that there are all kinds of participants on the internet. Some wants to build closeness to the brand, where as some are there to create a negative image of the company. Negative comment givers are referred as Bullies. It is also difficult to specify online reputation under one area –marketing management or public relations as it needs new strategies and better communication as well. The top 3 challenges in the study encourage further investigating the subject.

2.2013study: 79% of Consumers Trust Online Reviews As Much As Personal Recommendations- Myles Anderson

Anderson (2013) mentions that the study explores consumer consumption of online reviews and how these influence their opinions and purchases from local business. More consumers are reading reviews as part of their pre purchase research before selecting a local business to use. The study is statistically designed. Analysis of all the data shows that: more local consumers are using reviews when researching which local business to use. By the time a consumer has started reading reviews, they have identified an issue /need they have worked out what service or product satisfies this need and now to select a business to use. Consumers are following opinions faster now than they use to. They need to read fewer reviews before they feel able to form an opinion about a business and decide whether or not it's trust worthy.
Businesses need a policy for responding openly to negative reviews and a process for generating new positive reviews which drive those negative reviews

further down the page and ideally out of sight. Consumers don't blindly trust reviews and exercise judgment to determine if reviews are genuine. As you might predict , younger consumers (16-34) are more trusting of reviews than older consumers (55+) pragmatic and skeptical, while younger consumers have grown up within the internet – so its second nature to them to read and value online reviews. The study deals with Local business statistics and leaves a gap to research more on same line but on a wider perspective.

3. Online Reputation Management Strategy- Jonny Ross

Ross (2015) mentions that there is no longer anything you can do to prevent people from talking about your business online, it is inevitably going to happen whether it be positive or negative. Therefore, it is crucial that you are aware of what is being said about your business online and the steps that you can take in order to prevent these comments from having a negative impact on your business. Ross (2015) also states that, there isn't much you can do to control your online reputations .But there are things you can do in order to prevent any negative comments from having a negative impact on your business. The strategies Ross (2015) mentions are:

- Do not delete the negative comments.
- Respond to as many comments as possible-even the negative comments.
- Emulate a positive reputation all the time.
- Be prepared to respond quickly to a reputation crisis.

This study helps in understanding the strategies involved into dealing with online reputation but does lack in a detailed description.

4. Authoring a Brand's Online Reputation- Marshneil Pachori

Pachori (2015) opines that, there is always someone talking about your organization and it matters. Reputations are built and tarnished at the speed of conversations. Therefore, it is imperative for brands to be cognizant of how to claim positive reputation and prevent a bad reputation from emerging through inattentiveness. A good reputation is often taken for granted and remains unclaimed. Of the two, it is easier for an organization to own and manage a good reputation. Proactive reputation management helps leverage the positive word of

mouth that abounds online can be applied to enhance the social capital of the brand.

Pachori (2015) states that, reputation management is typically aimed at achieving three objectives, depending on the brands stage in its life cycle:

1. Build
2. Maintain and Enhance
3. Recover and learn.

This study explores the dynamics of the influence of market place , defines the anatomy of reputation and then offers an approach to counter negative sentiments through predictive online reputation management (ORM) .

5. Online Reputation Management Challenges and How to Overcome Them.- Adam Frankel

Frankel (2016) describes that information is easy to obtain today as language is no barriers because of various translation apps.ORM face a bigger challenges as companies can widely be followed and targeted for their lacking. Companies are putting lot of investment in Online Reputation Management today. Main benefit of doing this is gaining a positive brand perception. If the number of challenges increases so has to be the strategies. Single customized strategy for every single challenge (Frankel.2016). The five main challenges mentioned by him are:

1. Online Review Sites
2. Social Networks
3. Selecting tools
4. Customer Service
5. Industry Reputation.

Customers' tolerance power is less; they expect the world in a small package. Lots of expectation leads to dissatisfaction, creating negative reviews. Some customers have never bought anything from a particular brand but they join the bandwagon just to have fun. The only problem is that these reviews are taken very seriously and read by large number of audience. Frankel (2016) says to deal with such reviews by not avoiding them rather by replacing it with more positive feedbacks. Social Networks generates visual communication as well, by having graphics, illustrations and typographic content, thus creating bigger damage. It is difficult to select the right tool for ORM. It is also difficult to monitor hundreds of employees looking after the ORM, their goof ups are blamed on the

company only. Negative image of the brand of the similar product also affects the image of the company, keeping an eye on the competitors also saves in time. The challenges mentioned above create an insight for the proposed study.

6. Reputation Management-How to make it Simple- Connie Ragen Green

Green (2017) states, that you must be proactive with reputation management for yourself and for your business. This requires a plan of action that is referred to as "Monitor, Manage and Build". This may seem like an overwhelming task, but rest assured that anyone can do this to ensure that the image that is portrayed about you is mostly positive and accurate. This blog deal with the individual's reputation management and how to manage his/her reputation by self, in a simple and effective way. This certainly does not explain anything about changeover of traditional or digital PR of an individual. But, the methods which are mentioned can be applied to ORM in Corporate sector and can be studied accordingly.

7. Five keys to managing your online reputation in Google search- Marcus Tober

Tober(2017) states that, a big part of managing your online reputation relates to search engines: trying to control and influence what appears when someone performs searches of your brand, key people and products and services. To manage your reputation in search engine there are five key considerations to inform your planning:

1. What SERP (Search Engine Result Page) estates, are people seeing when they search for your brand?
2. Of those SERP elements that appear for your brand, which can you reasonably expect to own or control?
3. How do you communicate your brand in those parts of the SERP's you can expect to own and control?
4. How do you maximize the visibility in the SERP's of elements you own or can control?
5. How can you influence the parts you don't own and control?

Online reputation management in search should be on the agenda of every organization that wants to have an online presence.

Motivation/Justification and Research Gap

Recent changes in technology and a speedy transition from non-digital world to a digitalized world, many things have changed. Products have changed, their usage have changed even there consumer's behavior has changed. This process of digitalization has created a need to change the marketing and the advertising scene. So, there is an automatic change in the Public Relation strategies as well. These changes or usage of digital media is widely prevalent in developed cities like New Delhi, Chennai, Kolkata, Mumbai, and Bengaluru. But, cities like Jaipur (Rajasthan) which are still in the transition zone and are going to be digitalized cities, Are these cities fully equipped to face the transition? Has the city's public and private organization accepted the digitalization? Are they using the new age PR techniques? This research is to analyze and examine the Offline PR techniques and the Online PR techniques in parlance of a city like "JAIPUR".

Research has been conducted in differentiating between old and new PR techniques but, no study has been found on specifically about the change in PR techniques with special reference to Jaipur, a city which is always considered a heritage city and has a renowned cultural history to it and where the citizens are still attached to their roots and not much internet savvy. The idea to conduct the research is to find out, how the organizations in city are adapting to Digital PR techniques in reference to reputation management. And how aware is the public about their Brands/companies on Social media?

- There has been a variety of research done about Public Relations, but most studies have focused on implications, theories and strategies.
- The studies overlooked the most recent development in PR, i.e. Digital PR/ Online PR and Online Reputation Management.
- Very few studies were found on Online Reputation Management that can explore the tools and techniques as well as the challenges in the field of ORM.
- There are no studies found on usage of Digital PR and its growth in cities like Jaipur (Rajasthan).
- Therefore, more elaborate and comprehensive research is needed to explore the comparison between Offline PR and Online PR with emphasis on Online Reputation Management as an important tool of Digital PR.

Objectives

- This research will elaborately study the following objectives:
- To evaluate the prevalence of Online PR and Offline PR for Reputation Management in Jaipur City.
- To analyze growth and changes in Online PR in Jaipur based organizations.
- To explore platforms of Online PR for Reputation Management.
- To examine specific Online PR techniques used by Jaipur based organizations.
- To understand conflict or compatibility of Offline and Online PR techniques for Reputation Management.

Hypothesis

- Following are the tentative assumptions from this study:
- Online PR is accessed more to manage the Reputation of the organizations in Jaipur.
- There is a consistence upward growth in Online Reputation Management in Jaipur based Organizations.
- Organizations by far depend on Social Media platforms for Online Reputation Management.
- Organizations in Jaipur use Social Networking sites and Blogging for maintaining online reputation.
- Both Online & Offline PR techniques complement each other and works well in coordination for Reputation Management.
- Stakeholders use the comment sections on Social Media Pages or the websites of these organizations to register their reviews Organizations in Jaipur are usually non responsive towards these reviews.

Plan of Work and Methodology

- **Research Design**: This study will be conducted through exploratory research method, as the study needs to understand the prevalence of the Offline PR and Online PR. This research design is apt to study the specific changes in the existing norms and processes of Online Reputation Management as a tool of Digital PR and will also help the researcher to find problems that were not studied –in-depth before. The researcher may include literature search on internet, libraries, etc. which further include magazines, newspapers, trade literature and academic literature .This design will provide the researcher a deep insight, which will provide more opportunities to study new aspects and question new things.
- **Research Approach**: The approach of the research will be survey research where the information will be collected from various organizations using PR as a tool, so as to justify the research problem.
- **Data Collection methodology**: The data will be collected through questionnaires and interviews. Questionnaire will be prepared for the PR agencies and for the PR managers handling the PR of the various organizations. In-depth interviews will be conducted with the top managers of PR Agencies. Data will also be collected through Content Analysis for examining the reviews of the stakeholders and the response of the organizations. Content Analysis will be done for six months.
- **Sampling:** The study will be based on non-judgmental random sampling as the sample size is set. Sample unit will include Ten units from five various business organizations.

  Sample size taken for the study is 50. 10 individuals from each Sample Unit.

Facilities Available at the place of work

Secondary Data can be resourced successfully from the place of work as a well equipped library (with sufficient information sources) and internet work stations are available.

Primary Data will be collected from outside the place of work as for that individuals and organizations are to be studied.

Phasing of Work

Phase	Time Duration	Work to be Done
1st Phase	August-December, 2018	1. Making Notes 2. Preparing Questionnaire 3. Chapter1-Introduction
2nd Phase	January-June,2019	1. Theoretical Framework 2. Review of Literature 3. Chapter1- Introduction
3rd Phase	July-December,2019	1. Scheduling Interview 2. Chapter-2 3. Chapter-3
4th Phase	January-June,2020	1. Chapter-4 2. Discussion, Conclusion 3. Finalizing thesis

Limitations of the Study

- **Sample Size**: As this research will focus on the city Jaipur (Rajasthan), the researcher will not be able to have as much number of samples as are required to establish a specific data in analysis.
- **Lack of Sufficient Data**: As not many studies are available on the subject of Online Reputation Management and Digital PR, there will be lack of secondary data and researcher has to depend upon the primary data that is the individuals in the field of Public Relations.
- **Limitation of Time**: This research may face the constraint of time, as it needs to be completed within a timeframe of three years.
- **Non Responsive Respondents**: Respondents may choose to be non-responsive at certain circumstances/ instances, the inferences will draw on the basis of observation of the respondents' behavior that may include body language and facial expressions.
- This Study may not provide conclusive evidence.
- The time period for the analysis of the Content will be limited and defined by restricted number of channels.

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